

planguru[®] UNIVERSITY

Class 1 10/8/2024

Presenter: Christian Wielage & Dan Wiese

Accountants/Business Advisors

| Entrepreneurs

| Small Businesses

| Non-profits

PGU Graduation

PlanGuru By Class

CPE

- a. 7 Credits
- b. 3 Finance, 3 Specialized Knowledge and Applications, 1 Management Advisory Services
- c. Attend Full 6 hours
- d. 80% of poll questions
- e. PGU@planguru.com

PlanGuru Certified

- a. Case Studies
- b. Real Life Project

PGU Agenda

PlanGuru By Class

1st Session

- a. Introduction to PlanGuru University
- b. “Why Are You Here?”
- c. PlanGuru Partnership Program
- d. **PlanGuru Process:** Set-up and Import

2nd Session

- a. Budgeting Discussion
- b. **PlanGuru Process:** Forecasting Methods

3rd Session

- a. **PlanGuru Process:** Consolidations
- b. Reporting
- c. Monthly Forecasting Process
- d. Strategic Planning and Forecasting Discussion
- e. Messaging

PGU Additional Notes

- 1) Are you using PlanGuru internally?
 - a. Sorry, some of this won't be applicable
 - b. Most of it is applicable, please forgive me for always framing it from the Business Advisor perspective.
 - c. Might help you communicate with team members who might not understand it like you

- 2) Expert Fractional CFO?
 - a. You might get it, but your staff and potential clients might not
 - b. Potentially valuable business partners might not
 - c. Meet Potential Business Partners

- 3) Refer People to PGU
 - a. They can still get CPE this semester
 - b. Office Hours that can be used as make-up sessions after they watch the recordings.
 - c. Everyone that refers someone that participates in the Winter 2023 PGU gets a "Be the Guru" t-shirt for themselves and whoever they refer.

- 4) Video Tutorial Library

a. Introduction: About us



Christian Wielage

Prior to joining PlanGuru, Christian was the Worldwide Plan Analyst for the Global Technologies Group at IBM. Preceding that he had a similar role with IBM North American Operations.

Since joining PlanGuru, he has helped hundreds of businesses, non-profits and financial professionals build more accurate budgets, forecasts and plans in less time. He has taught over 10,000 hours of CPE credits on this topic.

Dan Wiese

Dan started with PlanGuru in August of 2015. He has also worked with hundreds and business advisors, helping them implement PlanGuru.

Dan is the best at helping you blue print the way that you would like to budget and forecast based on his extensive knowledge of PlanGuru's features and the most efficient ways to build a model. We you are not sure how granular you want to get; Dan can provide can clear understanding understand and the pros and cons of the different approaches.

We are both available to you.



a. Introduction: About:planguru®



Version 1 of PlanGuru was released in 2000

to help accountants build simple financial projections for their clients. Our **cloud-based PlanGuru App** is the latest version providing better tools and collaboration.

23 years later, PlanGuru is used by thousands of Advisors, Businesses and Non-profits on projects ranging from *SBA loan projections* to *100-department operating budgets*.

At PlanGuru, we go beyond simply developing software

- ✓ **Teach the process of better decision-making** through budgeting, forecasting and performance review concepts
- ✓ **Train Accountants, Bookkeepers and Advisors** how to market and provide these services to clients
- ✓ **Connect organizations** that can work well together as clients or partners

b. Why Are You Here?

Login

888-822-6300

planguru®

PRODUCTS & PRICING ▾

CUSTOMERS ▾

LEARNING ▾

SUPPORT ▾

TRY IT FREE

Make better decisions, increase profit, & accomplish your goals

PlanGuru helps thousands of businesses, nonprofits and their advisors drive better decision making through these time-tested processes.

Budgeting & Financial Analytics

Set financial goals and assign accountability for results. Analyze financial performance in a timely and practical way that drives better decisions.

Rolling Forecast

Understand the full implications of your decisions on profitability and cash, before you make them. Adapt quickly and confidently to a changing world.

Strategic Planning

Define a long-term vision for your company, get everyone working in the same direction. Run what-if scenarios to evaluate risks and opportunities.



PlanGuru Software

Create more intelligent scenarios in less time using our integrated 3-Way Forecasting software and free educational resources.

[Business/Nonprofit Plans](#) | [Advisor Plans](#)



PlanGuru Launch

Need help getting off the ground? Our team will help you implement PlanGuru based on your time horizon and cost constraints.

[Learn more about Launch](#)

b. Why Are You Here? Better Decisions?

Simple spectrum of services from the management perspective:

- 1) Setting up and refining systems for business processes optimization (BPOp) while capturing/organizing all relevant data so that Workstream #2 is minimized.
- 2) Finalizing historical data so that it is accurate, timely and sufficiently detailed for the “finance department.” Potentially syncing the data with the FP&A solution when not completely automated.
- 3) The Finance Processes
 - a. Strategic Planning
 - b. Budgeting and Performance Review
 - c. Rolling Forecast

By doing a good job with this, tax and compliance is easier

b. Why are you here? Tell Us

Which description best fits you?

- 1) You want to provide primarily fractional CFO Services and would prefer to avoid BPOp and accounting roles
- 2) You want to be a one-stop-shop; BPOp, accounting and fractional CFO Services
- 3) Provide BPOp and accounting services to support a fractional or in-house CFO
 - You need to learn what the CFO might need and how that fits into the best tool on the market
 - We can connect you to well established CFO to partner with and grow your practices together
- 4) Hybrid: You do the small ones on your non-core services and find partner for the big ones?
- 5) You don't know yet.

c. PlanGuru Partnership Program

<https://www.planguru.com/users/accountants-business-advisors/partnership-program/>

Looking to fill some gaps in your Advisory service offerings?

Some accounting firms want to provide a full service offering from setting up accounting systems through Fractional CFO services. However, in our experience many business advisors specialize in certain accounting/finance services but don't have the bandwidth or desire to be everything to everyone.

Are you a business advisor that does not provide everything from accounting system implementation through Fractional CFO work?

Are you an expert in QuickBooks Online and its ecosystem of complimentary products, but lack the experience and time to implement a full budgeting and forecasting process?

Maybe you are an experienced CFO but prefer not to get involved in the day-to-day accounting?

By signing up for **The PlanGuru Advisor Partnership Program** we will connect you with complimentary business advisors or accounting professionals in our network to help fill the gaps in your practice. This will enable you to appeal to more prospects and generate more revenue from your existing customers!

Also, there is no cost to signing up! We just want to provide you with relevant connections to help you expand your practice in whatever way you need.

What happens when I sign up?

By signing up, you are showing your interest in joining our Advisor network (at no charge). Beginning in Q2 2023,

What services do you specialize in? (Select all that apply)*

- Accounting system implementation
- Implementation of BPO Apps that integrate with Accounting systems
- Bookkeeping
- Compilation of non-financial business data (ie Units Sold)
- Tax
- Audit
- Fractional CFO Services

Do you specialize in any specific industries?*

Please provide any additional information that would be helpful:

Submit

<https://www.planguru.com/users/accountants-business-advisors/snh-vip-mixer/>



b. Your Team

Like PlanGuru Internal Process:

- 2 Person Teams: CFO and Budget Analyst
 - CFO Could be dedicated job or just a senior team member who has deep understanding of client
 - Budgeting Analyst *should* aspire to be a CFO
 - Staff accountant that is working on 1) Systems/Processes 2) Bookkeeping
- No sales, just doing.

Your Process:

- Internally or Partnerships for everything from: 1) Systems 2) Bookkeeping 3) CFO
- If you got to go solo, don't panic, that's the norm. It might be best in the beginning.
- Larger Organizations needs to make someone accountable for driving sales

Partner with PlanGuru:

- \$100/hour for assistance from a PlanGuru Budgeting Analyst PlanGuru
- Includes Christian or Dan for free in the first two sessions.
- **Design**, Implementation and Regular Imports
- New PlanGuru Launch

b. Your Team: Delivery

Questions you need to ask yourself:

- What will you do on the front side of the pay-wall?
 - Proto-type? How detailed?
 - Full PlanGuru Process, Partial PlanGuru Process?
 - Define what you will and won't do and set expectations as to when they need to pay
- Do you charge a set-up fee for the budgeting/forecasting process?
 - **Avoid Imposter Syndrome**, unless you don't feel comfortable in the beginning
 - More long-term revenue without upfront?
- If you can, give the client one price for full outsourced accounting and finance
- Do you want to create Prepackaged Bundles?
 - Do Prepackaged Bundles limit your ability to value price?

c. Packaging, Pricing and Sales



	AVERAGE \$850/WEEK	AVERAGE \$1100/WEEK	AVERAGE \$1600/WEEK
	TRANSACTIONAL	CONTROLLER	VIRTUAL CFO
Typical Client Size	Under 10 Employees	10-20 Employees	20+ Employees
Service Description	Reactive	Proactive	Strategic
Onboarding	4 Weeks	6 Weeks	8 Weeks
Month-End Close	✓	✓	✓
Financial Statements	✓	✓	✓
Scheduled Meetings	Up to 1x/Month	Up to 2x/Month	Up to 6x/Month
Online Support	Unlimited	Unlimited	Unlimited
Company-Wide KPIs	✗	✓	✓
12-Month Forecasting	✗	✓	✓
Revenue Recognition	✗	✓	✓
Incentive Plans	✗	✗	✓
Performance by Project	✗	✗	✓
Team Member Performance	✗	✗	✓
Department Performance	✗	✗	✓
Customized Dept Reports	✗	✗	✓
Bank Relationships	✗	✗	✓
Director Meeting	✗	✗	✓
Resource Planning	✗	✗	✓

d. PlanGuru Process: Set-up and Import

An organized approach for driving the conversations that are required

- 1) Identify their critical systems and assess their capabilities
- 2) Start a PlanGuru prototype with P&L only, for entire company or a critical QB Class
- 3) Identify their needs from a budgeting and forecasting perspective
 - a) Project Structure, departments, locations, etc.
 - b) Line-by-line down the PL and balance sheet, except when you have linked accounts: COGS-INV
 - c) **Follow the PG Process Discovery Framework.**
- 5) Excel Doc for now, imbedded in PlanGuru in the future.
 - a) We are actively making changes to questions and approach
 - b) Finalizing the format
 - c) 2nd Quarter Dev Priority to get loaded in App as part of a comprehensive commenting features
 - d) Earn PlanGuru account credits for making good suggestions

d. PlanGuru Process: Set-up and Import

1.) Set-up and Import – *Understanding how to efficiently setup PlanGuru analyses is one of the keys to profitably delivering these services to your clients. With a mastery of our setup tools and import Wizards, you can have a model up and running in minutes. We will do a detailed explanation of the set-up process under multiple scenarios.*

- A. Time parameters and other Set-up**
- B. Analysis Structure**
 - 1. Subtotal groupings
- C. Creating an Analysis from scratch**
 - 1. Basic Forecasting methods
- D. QuickBooks Import Overview**
 - 1. Initial import
 - 2. Actual results
- E. Excel Import**
 - 1. Preparing the data for import
 - 2. Initial import
 - 3. Actual Results
 - 4. Quick Import
- F. 5 Primary Methods Overview**

e. Strategic Planning

Your Case Study

- 1) Create a new PlanGuru Scenario with five years of projections, the first 3 years by month.
- 2) Add 15 accounts on the income statement and 10 on the balance sheet.
- 3) Add Basic Assumptions and KPI

Email: PGU@planguru.com